



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-24-2012 PAGE: 1 of 3

JAMESTOWN ASSOCIATES - 12000
ATTN: LAURA LANCASTER
5937 JONES CREEK RD
BATON ROUGE LA 70817

Contract No 403003	Contract Dt 10-19-2012	Revision Dt 10-23-2012	Rev# 3	Advertiser KYRILLOS FOR SENATE	Brand KYRILLOS FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 246768	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-22-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 246768				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	11-05-2012	11-06-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)				9	15	2	2						4	750	4	3,000.00
2	10-23-2012	10-26-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15		X	X	X	X			10	750	10	7,500.00
3	10-29-2012	11-02-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15	X	X	X	X	X			10	750	10	7,500.00
4	11-05-2012	11-06-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15	2	2						4	750	4	3,000.00
5	10-23-2012	10-26-2012	09:00AM - 10:00AM (BOOKENDS)	DAYTIME 9-10A WEEKKDAY (6912)				8	15		X	X	X	X			8	550	8	4,400.00
6	10-29-2012	11-02-2012	09:00AM - 10:00AM (BOOKENDS)	DAYTIME 9-10A WEEKKDAY (6912)				9	15	X	X	X	X	X			8	550	8	4,400.00
7	11-05-2012	11-06-2012	09:00AM - 10:00AM (BOOKENDS)	DAYTIME 9-10A WEEKKDAY (6912)				9	15	2	2						4	550	4	2,200.00
8	10-23-2012	10-26-2012	12:00PM - 12:30PM (BOOKENDS)	DAYTIME NOON NEWS WEEKDAY (6950)				9	15		X	X	X	X			6	700	6	4,200.00
9	10-29-2012	11-02-2012	12:00PM - 12:30PM (BOOKENDS)	DAYTIME NOON NEWS WEEKDAY (6950)				9	15	X	X	X	X	X			6	700	6	4,200.00
10	11-05-2012	11-05-2012	12:00PM - 12:30PM (BOOKENDS)	DAYTIME NOON NEWS WEEKDAY (6950)				9	15	X							2	700	2	1,400.00
11	10-23-2012	10-26-2012	12:30PM - 01:00PM (BOOKENDS)	DAYTIME 1230-1P WEEKDAY (6951)				8	15		X	X	X	X			6	550	6	3,300.00
12	10-29-2012	11-02-2012	12:30PM - 01:00PM (BOOKENDS)	DAYTIME 1230-1P WEEKDAY (6951)				9	15	X	X	X	X	X			6	550	6	3,300.00
13	11-05-2012	11-05-2012	12:30PM - 01:00PM (BOOKENDS)	DAYTIME 1230-1P WEEKDAY (6951)				9	15	X							2	550	2	1,100.00
14	10-23-2012	10-26-2012	04:00PM - 05:00PM (BOOKENDS)	EARLY NEWS 4P MO-FR (7239)				8	15		X	X	X	X			2	650	2	1,300.00
15	10-23-2012	10-26-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15		X	X	X	X			8	1,100	8	8,800.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403003	10-19-2012	10-23-2012	3	KYRILLOS FOR SENATE	KYRILLOS FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
			246768	PHILADELPHIA	A. CLIFFORD	10-22-2012	11-06-2012	M (Broadcast Month, Cycle 1)							N	246768		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	10-29-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X	X	X	X	X			8	1,100	8	8,800.00	
			(BOOKENDS)															
17	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X							2	1,100	2	2,200.00	
			(BOOKENDS)															
18	10-23-2012	10-26-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15		X	X	X	X			8	1,500	8	12,000.00	
			(BOOKENDS)															
19	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X	X	X	X	X			6	1,500	6	9,000.00	
			(BOOKENDS)															
20	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X							2	1,500	2	3,000.00	
			(BOOKENDS)															
21	10-23-2012	10-26-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	9	15		X	X	X	X			8	1,500	8	12,000.00	
			(BOOKENDS)															
22	10-29-2012	11-02-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	9	15	X	X	X	X	X			8	1,500	8	12,000.00	
			(BOOKENDS)															
23	11-05-2012	11-05-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	9	15	X							2	1,500	2	3,000.00	
			(BOOKENDS)															
24	10-22-2012	10-28-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	15	X	X	X	X	X	X	X	8	1,600	8	12,800.00	
			(BOOKENDS)															
25	10-29-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	15	X	X	X	X	X	X	X	10	1,600	10	16,000.00	
			(BOOKENDS)															
26	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	15	X							2	1,600	2	3,200.00	
			(BOOKENDS)															
27	10-28-2012	10-28-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	9	15							X	2	350	2	700.00	
			(BOOKENDS)															
28	10-28-2012	11-04-2012	09:00AM - 10:30AM	WEEKEND NWS 9-1030A SU (7057)	8	15							X	2	450	4	1,800.00	
			(BOOKENDS)															
29	10-28-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)	9	15							X	2	200	4	800.00	
			(BOOKENDS)															
30	10-27-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	8	15						X	X	2	600	4	2,400.00	
			(BOOKENDS)															

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Agency Est#			CMS # 246768	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-22-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 246768						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
31	11-04-2012	11-04-2012	08:00AM - 09:00AM (BOOKENDS)	WEEKEND NWS GMA SU (7099)				9	15								X	2	325	2	650.00
																	Contracted Gross Total:		166	159,950.00	
																	Actual Gross Total:		166	159,950.00	
																	Agency Commission:			23,992.50	
																	Net Total:			135,957.50	
Month/YR			Preempted	Made Good		Contract Total		Adjustments										Actual Total			
Oct 12			0.00	0.00		69,500.00		0.00										69,500.00			
Nov 12			0.00	0.00		90,450.00		0.00										90,450.00			
TOTAL			0.00	0.00		159,950.00		0.00										159,950.00			

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